

Chapter 4 – Commercial and Mixed Use Development

1. Introduction

The City seeks to promote commercial and mixed-use developments that express the overall character of Goodyear that is envisioned in the General Plan and also to promote a sense of continuity within individual centers. Enhancing connections among centers and with adjoining neighborhoods are also objectives. At the same time, the identity of individual businesses may be expressed, while remaining subordinate to the overall community identity.

This chapter provides design guidelines and concepts, which are applicable to commercial and mixed-use projects in Goodyear, including retail, service, and office uses, as well as multifamily residential in a mixed-use context. These occur in a variety of forms: Many are conventional commercial spaces that are arranged in a single structure. Others are freestanding, as “pad” sites and “liner” buildings. Some of these are more dependent upon automobile access than others, but in all cases an objective is to balance auto access with those of alternative modes, such that pedestrians, bicyclists and even transit users find the area inviting and easily accessible.

The intent is to ensure the creation of good community design and high quality development.

The Commercial Design Guidelines are intended to serve as a guide to developers, architects, and other design professionals in understanding the City’s objective of providing for well-designed, attractive, quality commercial development. The guidelines identify key architecture and site design elements that are important to the City in achieving its design objectives as set forth in the General Plan.

While the guidelines establish the parameters necessary to ensure design excellence, they are also intended to give design professionals the latitude to provide creative, innovative solutions to design proposals. The guidelines provide for the flexibility needed to encourage creativity and innovation and accommodate difficult or unusual site design situations. (See the discussion in Chapter 1, Introduction, about flexibility in design. Also refer to the appendices, which provide more discussion about design alternatives for a variety of topics.)



Commercial and mixed-use projects should establish a sense of continuity within individual centers while also conveying the overall character of Goodyear.



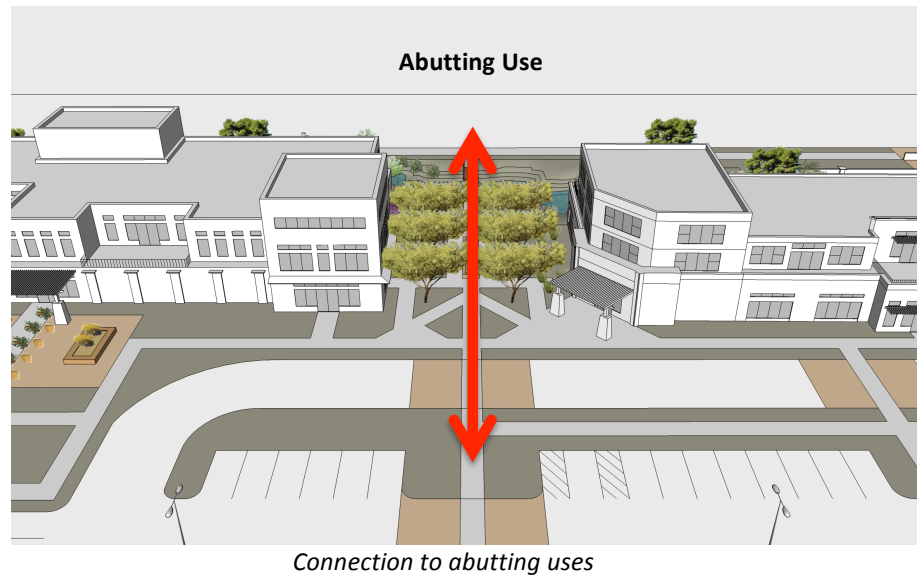
A Neighborhood commercial center that conveys many of the principles presented in the design guidelines in this chapter

2. Site Design

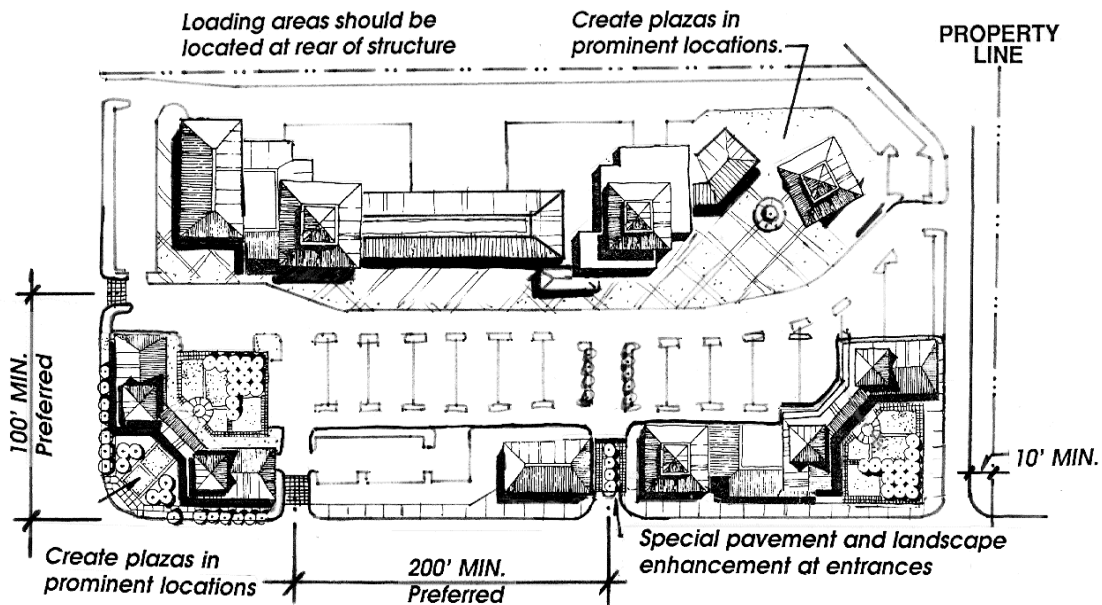
Intent: To help each development provide a pedestrian-friendly environment This should occur internally with a development project, where buildings are grouped to define outdoor use areas and where parks and plazas provide places for active and passive use. The perimeter of a development also should be visually appealing and pedestrian-friendly.

A. Site Layout

- (1) The site design shall incorporate natural features into the development template such as topography, prominent view corridors, washes and significant vegetation to enhance the character of the development.
- (2) A corner building shall have a strong tie to the setback lines of each street. Angled or sculpted building corners and/or an open plaza are encouraged at a corner location.
- (3) Multiple buildings in a single project should employ variety in size and mass to provide visual interest.
- (4) Conventional “L”-shaped suburban shopping centers shall be avoided. Clusters of smaller buildings with pad buildings at the street edge are strongly encouraged.
- (5) Buildings should be oriented towards public spaces and should not back onto existing or planned amenities such as parks and open space.
- (6) The signage needs (both building mounted signage and freestanding monument signage) should be carefully considered for all of the buildings/tenants when laying out commercial centers.
- (7) When adjacent commercial, residential, and open space uses can mutually benefit from a connection, appropriate linkages (i.e. walkways, common landscape areas, building orientation, and unfenced property lines) shall be provided. Appropriate connections shall be determined by the Development Policy Committee. Also consider open space as a transitional element between commercial and residential uses. (See also the General Plan.)



- (8) Retail centers should be organized to encourage pedestrian circulation throughout. Walkways should be attractive and embellished with landscaping, ornamental lighting fixtures, furniture, trellises, and/or other decorative features.



Open plazas are encouraged at corner locations.

- (9) Office buildings should be placed at the minimum required front setback. Buildings may be placed further behind the front setback, but only limited parking shall be permitted to occur between the front of the building and the street.
- (10) Driveway access points and internal circulation should be located as far away as possible from residential properties, schools, parks and other sensitive land uses.
- (11) The development shall be designed to facilitate the efficient use of energy through building orientation, window and door placement, landscaping, awnings, canopies, window treatments and other appropriate design solutions.
- (12) Drainage basins shall not be located within the front setback unless designed as an attractive landscaped element. Stormwater retention areas shall be designed as landscape features rather than large, plain depressions in the site.



Stormwater retention areas shall be designed as landscape features.



Well-designed office building in Goodyear



Appropriate office architecture for Goodyear

B. Access and Circulation

- (1)** Access drives on side streets are strongly encouraged to maintain efficient traffic flow on major roadways.
- (2)** Parking areas shall be designed so that pedestrians will have a clear and safe passage to building entries. Parking areas should be designed so that pedestrians walk parallel to moving cars in parking aisles. Minimize the need for the pedestrian to cross parking aisles and landscape islands to reach building entries.



An on-site pedestrian circulation system shall link the various pads, buildings and public spaces throughout the site.

- (3) All non-residential developments shall provide at least one contiguous pedestrian walkway from the right-of-way to the building entrance walkway or sidewalk adjacent to the building. This walkway shall be separated from all vehicular movements except where drive aisle crossings are necessary.
- (4) An on-site pedestrian circulation system shall link the various pads, buildings and public spaces throughout the site.
- (5) All walkways that traverse vehicle drive aisles shall be distinguished with various hardscape materials such as specialty pavers or stamped colored concrete. Decorative materials should be used to clearly delineate pedestrian travel areas from drive aisles. Specialty paving material for walkways shall be developed in accordance with ADA requirements.



The design of pedestrian walkway should be framed by landscaping.

- (6) Provide landscaped pedestrian walkways separated from vehicular movements in parking areas. Walkways should provide shaded pedestrian refuge areas, which may consist of trees, benches, tables, shade structures, or other appropriate elements. Such areas shall be functional and integrated into the site.
- (7) Access from adjacent residential areas should be provided by incorporating wall and landscape openings which connect to the pedestrian circulation system.
- (8) To encourage alternative modes of transportation, site design shall include connections to existing and planned off-site pathways and existing and future commercial developments; bikeways, bicycle parking and storage areas; and, designs facilitating the use of mass transit.

C. Parking Areas

Intent: To provide parking areas which are visually attractive, well-shaded and scaled for convenient access by pedestrians while meeting servicing requirements; to convey the functional hierarchy of primary drives, secondary circulation ways and parking access lanes

Properly functioning parking areas are beneficial to property owners, tenants, and customers. They contribute to the design success of a commercial development. Parking lots need to allow customers and deliveries to reach the site, circulate through the parking lot, and exit the site without difficulty.

- (1) Parking lots shall be designed with a clear hierarchy of circulation: major access drives with no parking; major circulation drives with little or no parking; and, parking aisles for direct access to parking spaces.
- (2) Reciprocal access shall be required for commercial properties within the same development. It should be provided between adjacent properties to allow vehicles to circulate without entering the roadway.



Well-landscaped parking lots are desirable.

- (3) Parking lots shall be screened from public streets and should be located behind buildings where possible.
- (4) Parking lots shall be separated from the sides of buildings by a raised walkway or landscape strip that contains a minimum 6-foot width of landscaping.
- (5) Parking lots should be divided into a series of connected smaller lots (50-75 parking spaces) utilizing raised landscape strips at least 6-feet in width, and raised walkways.
- (6) Interior landscape islands shall be provided between parking spaces, at a rate of one per every 12 parking spaces, to avoid long rows of non-shaded parked cars. The planting islands shall be a minimum of 160 square feet (8' by 20') and be protected by a 6-inch high curb on all sides. Each planting island should contain two trees. In some cases, where a planting island is to be

located immediately in front of a storefront, and such a tree, when mature, would block views of a wall-mounted sign, the required tree may be located in an alternative location where it will enhance an outdoor use area, such as in a plaza or courtyard.

- (7) Provide continuous landscape planting strips between every third row of parking. Provide trees in the planting strips for shade. This landscape strip should be a minimum of 6-feet in width, not including a 6-inch wide curb and a 12-inch wide concrete strip on both sides (the planting strips should be wider if they contain a pedestrian pathway).
- (8) Provide walking paths or sidewalks within landscape strips to facilitate pedestrian movement to building entrances.
- (9) Create large planting islands at the ends of parking rows that are a minimum of 300 square feet, with an 8-foot wide minimum-planted width. They should be planted with shade trees, low shrubs and/or groundcover. They should also be protected by a 6-inch high curb on all sides.
- (10) Parking lots should include landscaping that accents the importance of driveways from the street, frames the major circulation aisles, and highlights pedestrian pathways.



Plant trees in planting strips to provide shade.



Examples of a properly landscaped parking lot landscape islands

- (11) The style of lighting poles in a parking lot should relate to the overall architectural design of the commercial center (for additional lighting regulations see Article 10 of the Zoning Ordinance).

D. Parking Structures

Intent: To provide structured parking that is visually subordinate to and compatible with other buildings in a center and to establish pedestrian-friendly edges to these structures

- (1) The architectural style of adjacent buildings shall be incorporated into the design of parking structures or covered parking areas. Parking canopies shall incorporate pitched or curved roofs of a design similar to the principal structures on the site.
- (2) The ground level of all parking structures shall be screened from view by one or more of the following:
- (a) Walls containing architectural details and embellishments;
 - (b) Trees and shrubs;
 - (c) Grillwork and/or green screens incorporating decorative metal artwork or panels; and/or,

- (d) An alternative design that meets the intent of the screening requirements.
- (3) Substantial massing should occur at the corners of parking structures to anchor the building and keep the structure proportions more in-line with a regular commercial building.
- (4) Horizontal openings of parking structures should be broken up with vertical columns, creating a sense of rhythm reflecting the contextual proportions of the center or area.
- (5) Solar panels may be utilized as accessory features on parking structures. Where utilized, parking structures should be designed to accommodate the solar equipment and all equipment and should be adequately screened from public view.

E. Project Entries

Intent: To establish a clear hierarchy of entrances into a commercial center for automobiles, pedestrians and bicyclists; to convey a distinct identity for each center while also extending the citywide image of consistency in design

- (1) The use of stamped concrete, stone, brick or granite pavers, exposed aggregate, or colored concrete shall be utilized to serve as a traffic calming function to promote pedestrian safety and to minimize the negative impact of large expanses of black asphalt pavement on parking lots.
- (2) The entry throat into the development shall be distinguished with hardscape materials such as pavers, or patterned, stamped or colored concrete.



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- (3)** Project icons, special paving treatments, mature, full-sized landscaping, and other appropriate design features should be used to unify a project.



Appropriate: Rough paving will slow traffic down

- (4)** To foster a strong “sense of entry”, the primary vehicular entrance should be aligned with a prominent building on-site or some other strong focal point of interest.

F. Crime Prevention Through Environmental Design (CPTED)

CPTED is intended to provide the City of Goodyear with considerations related to the built environment that can help reduce opportunities for crime, fear, and negative perceptions. To optimize public safety in Goodyear, all development applicable to design review should be evaluated in light of the following public safety guidelines.

Spaces designed to accommodate the automobile—including streets, parking lots, and access ways—should minimize pedestrian/vehicular conflicts, contribute to the vitality of the public realm, calm vehicle speeds, and support the character of local land uses.

Commercial districts should be planned or revitalized to function as “neighborhoods” of diverse land uses. These districts should have a community focus on user interaction, ongoing activities, design compatibility with adjacent uses, and linkages and transitions. Commercial districts that are inviting to people through their maintenance, activities, design features, and comfort have great potential for self-policing and reduced opportunities for fear.



Parking lots should minimize pedestrian/vehicular conflicts by providing separated pedestrian walkways.



Public spaces should provide an opportunity for human interaction.

- (1) Entrances into parking lots should be clearly defined by landscaping and architectural design.
- (2) Security bars (defined as those clearly visible and fixed to windows or the facade) and roll-up metal security doors shall be concealed from public view.
- (3) All security lighting should be designed as part of an overall lighting plan rather than a single stand-alone element. Lighting should be designed to satisfy both functional and decorative needs. Storefront lighting should complement the architectural style of the building while providing illumination of building facades and entrances.
- (4) Any window signage should be so placed as to provide a clear and unobstructed view of the interior of the business establishment from the sidewalk. Mirrored treatments or film applied to windows is prohibited.
- (5) All doors that open to the outside should be well lit and visible from the street, parking area or neighboring units.
- (6) Refuse enclosures and other accessory features should not create blind spots or hiding areas.
- (7) Parking areas, pedestrian walkways, elevators, stairwells and recreation areas should be visible from a multitude of windows and doors.

- (8) Buildings should be sited so that the windows and doors of one unit are visible from another.
- (9) All four facades of buildings should have windows.
- (10) Building entrances should be accentuated by architectural elements, lighting and landscaping.
- (11) Landscape design should not preclude visibility or surveillance capabilities to common areas and units.
- (12) For safety purposes, exterior doors should be designed with a solid core, peepholes, deadbolt locks and reinforced with strike plates.

G. Public Space/Pedestrian Amenities

Intent: To assure that each commercial and mixed-use center has outdoor spaces that invite use. This includes areas for enjoyment by the general public as well as spaces designed for specific outdoor uses of commercial activities. A consistency of design of outdoor areas should occur throughout the center, while also providing for individual design elements that distinguish special outdoor use areas from others.

- (1) Individual site amenities within a commercial project should have common design features to provide a cohesive environment and a more identifiable character.
- (2) Outdoor seating with appropriate levels of shade is an important amenity that should be provided throughout Goodyear's commercial areas.
- (3) Landscaping should be used in combination with walls to soften the otherwise blank surfaces. Vines planted on walls are strongly encouraged to hide flat wall surfaces and to help reduce opportunities for graffiti.



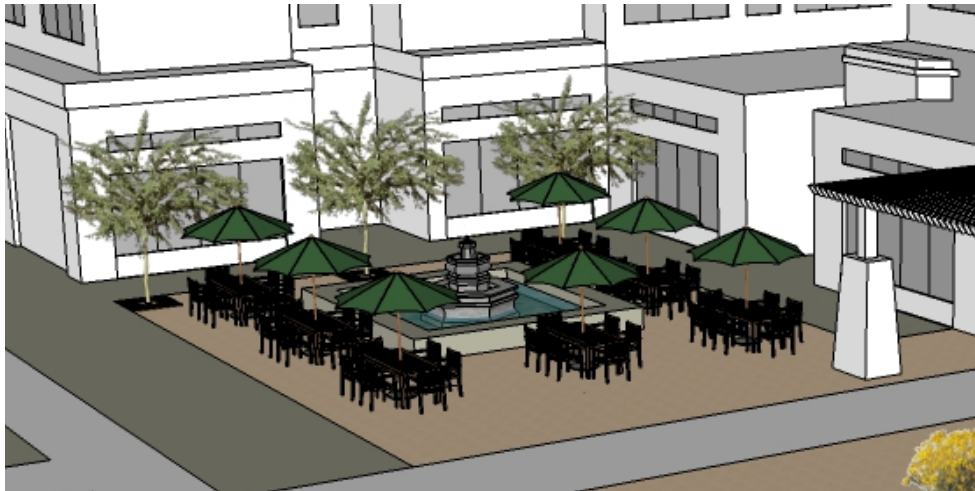
Provide seating in a shaded area.

- (4) Pedestrian scale lighting is strongly encouraged. The style and color of lighting should relate to the overall architectural design of the primary commercial structure.
- (5) Tree grates should occur along street edges and plazas where a continuous walking surface is needed. Grate sizes should be a minimum of four feet in diameter. Knockouts must be provided to enlarge the inside diameter for supporting a larger tree trunk as the tree grows.
- (6) Tree guards should extend vertically from tree grates, and serve to protect trees in highly active areas. Tree guards should be narrow and painted in a similar color and relate to other site furnishings.
- (7) Bollards are intended to separate pedestrians from vehicular traffic areas and to light sidewalk surfaces. Bollard design should be coordinated with other streetscape furnishings.
- (8) Trash receptacle design should be coordinated with other streetscape furnishings.
- (9) Bicycle racks should be selected that are durable and visually subdued. “Loop racks” and “ribbon bars” are encouraged, and should be sized according to parking requirements.
- (10) Bus stop structures should be as transparent as possible to increase unobstructed visibility from the ground level up in all directions.



Compatible tree grate and guard are desirable.

- (11) Visual features, such as fountains, should be incorporated into commercial developments to attract pedestrians. Where a large number of children may be present pop-jet fountains should be considered.



Visual features, such as fountains, should be incorporated into commercial developments to attract outdoor use.



An arcade provides shade protection and identifies a primary entrance.

- (12)** Customer entrances should be designed to provide shade protection with features such as awnings, canopies, arcades, and colonnades.



A metal canopy may be considered as a means of providing shade for pedestrians.



Pots should be clustered together and away from pedestrian flow.



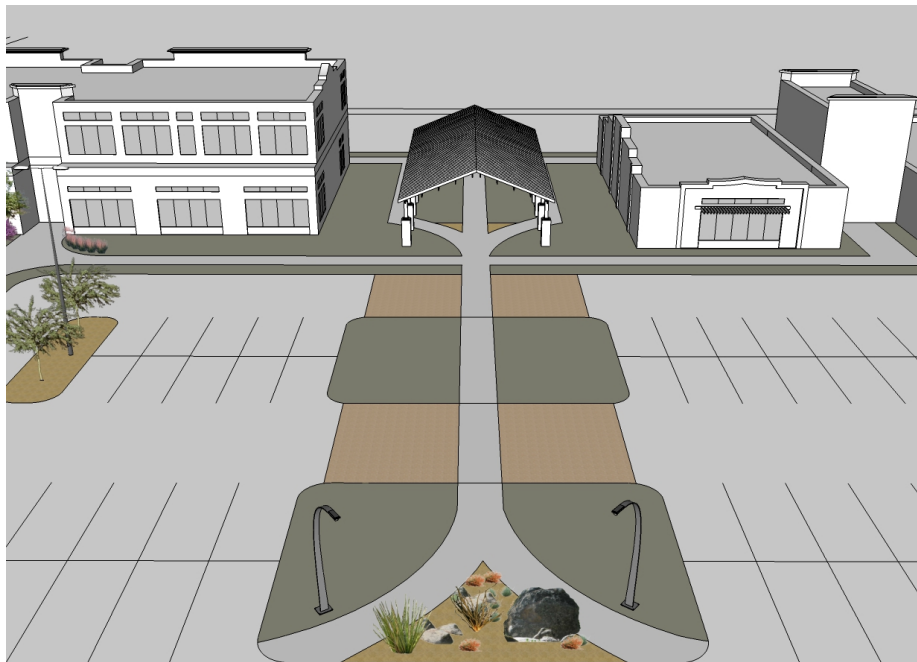
Example of a useable pedestrian amenity area

- (13)** The setting of public art should be considered in the design of public spaces. Likewise, the impact of physical space and nearby structures on public art should be considered. (See also Appendix K on “Public Art.”)



Public art should be located to help activate public spaces.

- (14) Public art should be deployed in concert with other features, such as a plaza or architectural features that acknowledge and respond to the presence of the art and make the art an integral part of site development rather than a stand-alone object.
- (15) Walkways shall be anchored by special design features such as towers, arcades, porticos, pedestrian light features, bollards, planter walls, and other architectural elements that define circulation ways and outdoor spaces.



- (16) Commercial developments with multiple tenants shall provide common outdoor plaza areas or similar architecturally integrated public spaces, including seat walls, and enhanced or expanded walkways.
- (17) Outdoor furniture and fixtures should be compatible with the project architecture and should be considered as integral elements of the project. Outdoor furniture should be included in and shown on all site and landscaping plans.



Incorporate public art wherever possible.

- (18) The area between buildings should be consciously designed and not an incidental remnant space without a definable function.
- (19) Water features are encouraged in locations where reclaimed water facilities are available and easily accessible.

- (20) Water features should be designed in a manner that visitors will have the ability to enjoy the cooling effects of the water. Consider summer evaporation loss and water conservation practices when designing and siting water features.

H. Landscaping

Intent: To design landscapes which serve as amenities for a center and work in concert with its buildings to establish an overall sense of continuity, while also accommodating individual functional requirements. Landscapes should be planned to consider visual impacts and anticipate different stages of growth of plant materials. Larger plant materials, including trees and clusterings of shrubbery, should be planned to provide view corridors, into and within a center, to businesses and other activities. For example, trees around the perimeter may be randomly spaced to provide views into the interior.

- (1) Landscape areas should be designed to frame and soften structures, to define site functions, to enhance the quality of the environment, and to screen undesirable views. Proposed landscaping should continue patterns of established landscape design in the surrounding area.



Landscaping contributes to the aesthetics of the site.

- (2) Site design should minimize the removal of mature trees, cacti, and other existing mature vegetation. Where removal is necessary, all natural vegetation should be salvaged and replaced on site.
- (3) Landscaping shall be protected from vehicular and pedestrian encroachment by raised planting surfaces, sidewalks, or the use of 6-inch curbs. Concrete mow-strips separating turf and shrub areas are also encouraged.

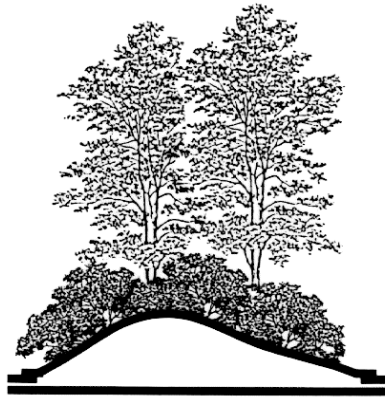
- (4) Landscape intensity should be significantly greater for commercial shopping centers, and should typically include substantial amounts of plantings around buildings, walkways, and plazas.
- (5) Landscaping around the entire base of buildings is encouraged to soften the edge between parking lot and the structure. This should be accented at entrances to provide focus.
- (6) Landscaping should consist of water-efficient trees and plants. Proposed landscaping should be drought tolerant. Proposed landscape treatment should consider the site's unique natural character and landscape.
- (7) Landscaped areas shall provide sufficient clearance to fire protection features (i.e. connections, hydrants, and backflow preventers). In areas where hydrants are located the canopy height of trees should be a minimum of 6-feet. In addition, plantings around fire apparatus shall be a minimum of 7-feet away to allow for plant growth.



Landscaping that makes a positive contribution to the aesthetics and function of both the specific site and the area is encouraged.

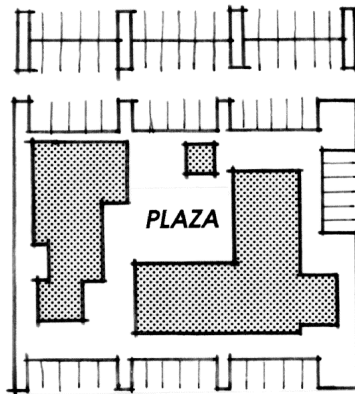
- (8) A 30-foot landscape buffer shall be provided adjacent to any highway right-of-way. Parking lots or structures may be provided adjacent to, but not in, the landscape buffer area.

- (9) A freeway landscape buffer should contain, as a minimum, one 24-inch box tree and one 15-gallon tree (as defined in Section 5 of the Zoning Ordinance) for every 30-feet of highway-adjacent lot line. Earth berming should also be incorporated into the highway landscape buffer. The berm slopes should be gentle slopes of less than 3:1. Height of berms should not exceed 6-feet in height.



Landscaping should be utilized along highways and major roadways to buffer commercial development.

- (10) Permanent and automatic landscape irrigation systems shall be provided for all landscape material, including revegetation on permanent slopes to maintain good and healthy conditions.



Cluster buildings on the site to create useable pedestrian plazas and courtyards.



Plazas should provide places for sitting.

(11) Landscaping shall be used to:

- (a) Enhance aesthetic appearance;
- (b) Define areas such as building entrances, key activity hubs, focal points, and the street edge;
- (c) Provide screening for unattractive/unsightly service areas;
- (d) Serve as buffers between neighboring uses; and
- (e) Screen drive-through/drive-up lanes.

(12) Potted plants and other ornamental landscaping should be provided to enhance courtyards, plazas, and other gathering areas. Trees should drain directly into the subsoil and should be protected by grating in hardscape areas.

(13) Canopy trees should be used in parking areas to reduce the impact of large expanses of paving and to provide shade, as well as to reduce glare and heat build-up.

(14) Water harvesting systems are highly encouraged.

(15) Proper maintenance of trees and landscaping is required. Over-pruning of tree canopies is prohibited.

- (16) If retaining walls are necessary in retention basins, they shall be terraced and landscaped to reduce their visual scale. The maximum height of retaining walls in retention basins shall be 4 feet.

I. Lighting

- (1) Lighting design shall be compatible with the building architecture and with fixtures of a consistent type and size within the development (see Article 10 of the Zoning Ordinance for additional information).
- (2) Lighting shall be provided within public spaces to provide visual interest as well as to serve a security function.



Pedestrian scale parking lot lighting is encouraged.

- (3) Light fixtures shall be sited, directed, and/or shielded to prevent spot lighting, glare, or light spillage beyond property lines.
- (4) Decorative theme lighting, accent lighting or lighted bollards shall be placed along access routes and pedestrian pathways to define areas of visual interest, improve visibility, and enhance safety.

J. Walls

- (1) Walls and other site elements shall be consistent with the established thematic character of the development through the use of common colors, materials and architectural style.
- (2) Walls adjacent to retention areas, trails, parks or other useable open space areas shall incorporate regular undulation or variation in materials. Where appropriate, view fencing is strongly encouraged.
- (3) All non-transparent perimeter walls and/or fences shall incorporate landscaping adjacent to the walls.
- (4) Where security fencing is required, it shall be a combination of solid columns or short wall segments and wrought iron grillwork. Barbed wire and razor wire are prohibited. Chain-link or similar metal wire fencing with slats is also prohibited.

K. Loading Areas and Refuse Enclosures

Intent: To minimize the impacts of service areas on the public within a center, and to adjacent properties. This requires careful placement and design of these facilities. While some service areas may be located in relatively remote locations where impacts will be less, many situations exist where these service areas will be seen (or heard) by the public. To the extent feasible, these areas should be designed as assets that are consistent with the overall design character of the center.

- (1) Loading facilities should not be located at the front of buildings where it is difficult to adequately screen them from public view. Such facilities are generally more appropriate at the rear of the site.
- (2) Appropriate setback and landscaping is encouraged to screen loading facilities from sensitive uses.
- (3) Loading areas, access and circulation driveways, trash and storage areas, and rooftop equipment should be located as far as possible from adjacent residences and properly screened from public view.
- (4) Loading areas shall be screened from public view with decorative walls, trellis/green screens, berming with heavy landscaping, dense trees or a combination of such treatments.

- (5) Loading areas and trash enclosures shall be oriented away from arterial streets and adjacent residential areas to minimize visual clutter and nuisances to neighboring properties.
- (6) All trash enclosures should be located outside the minimum setback requirements when they are located adjacent to residential units, open spaces, schools and any other sensitive uses.
- (7) Trash enclosures should be constructed with masonry walls and metal doors and should be architecturally compatible with the project.
- (8) Landscaping should be used around trash enclosures to screen and deter graffiti.

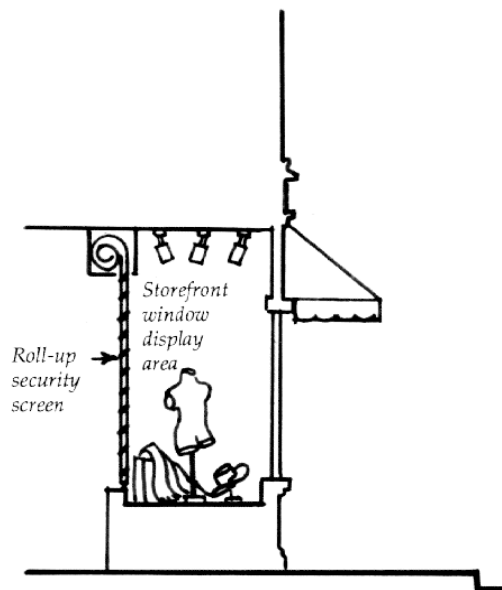


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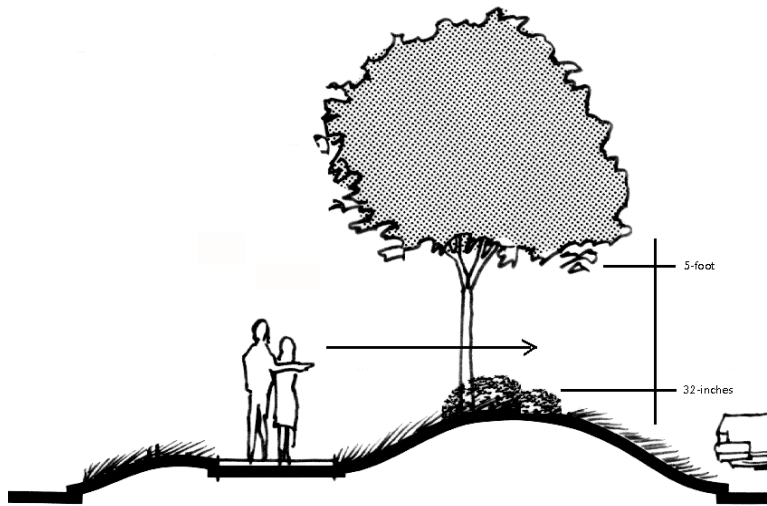
L. Utilities and Mechanical Equipment

- (1) Ground mounted equipment should be screened from view by a decorative wall or landscape feature that is compatible with the architecture of the development site or placed in underground vaults.
- (2) Electronic surveillance equipment or alarm hardware should be painted to blend in with the adjacent building and any wiring should be concealed or shielded from public view.

- (3) Permanent, fixed security grilles or solid roll up screens in front of windows are prohibited. If security grilles are necessary, they should be placed inside the building behind the window display area and be completely concealed from public view.
- (4) The use of scissors grilles is prohibited since they communicate a message of high crime and cannot be integrated visually into the overall design of a building or storefront.
- (5) Backflow preventers for landscape irrigation and domestic water shall not be located at visually prominent locations and shall be well screened with shrubs, berming, or low-screen walls.
- (6) Roof access ladders and roof drains/downspouts shall be internalized within the building.



Place security grilles behind display areas where they cannot be visible from public view.



Parking lots should maintain a clear visual zone.

- (7) Noise generating equipment should be located away from residential dwelling units, public spaces and pedestrian areas.
- (8) Mechanical equipment, ground and roof mounted, shall be screened from public view.
- (9) Solar panels and associated equipment should be screened from public view.

3. Architectural Standards

Intent: To establish an overall sense of relatedness with Goodyear, while also conveying the identity of each center and individual buildings within it; to provide buildings that have a human scale, are visually interesting and that invite pedestrian activity

A. Design Theme

- (1) Energy efficiencies should be incorporated into the design of all new buildings.
- (2) All buildings located within a unified planned development shall be architecturally styled to achieve harmony and continuity of design. Building elevations shall be coordinated with regard to color, texture, materials, finishes, and form (Article 3-3-6-B-10).
- (3) A commercial complex shall establish and maintain a consistent architectural style with individual buildings designed with complementary forms and materials.

- (4) All four sides of a building shall receive consistent architectural treatment (Article 3-3-6-B-14). (See also Appendix A for a discussion of different walls types.)
- (5) Site features including landscaping, outdoor furniture, and site fixtures shall conform to the architectural theme of the commercial center.
- (6) Big box developments that have outdoor garden centers and storage areas shall integrate these areas into the architecture of the primary building. Screening materials and colors should be consistent with the overall theme of the building.

B. Building Form and Mass

(See also the Appendix B for a discussion on building form and massing.)

- (1) Height and scale of infill developments should complement existing adjacent structures while providing a sense of human scale and proportion.



Building mass should be broken by dividing the building into smaller components and creating functional public space and pedestrian oriented areas between buildings.

- (2) Building mass/height should relate to adjacent sites to allow maximum sun and ventilation, protection from prevailing winds, and to enhance public views and minimize obstruction of view from adjoining structures.
- (3) Perceived building mass shall be reduced by dividing the building mass into small-scale components by providing a well-defined base, middle and top to the building.
- (4) A solid building base may be achieved by elements such as low planters and walls, base planting, a base architectural veneer banding (wainscot) and treatments defined by a different material, texture or color.

- (5) A distinct building middle may be achieved by the addition of covered walkways, trellises, colonnades, or architectural awnings that provide deep shadow.
- (6) A well-defined building top may be achieved by utilizing features such as distinct and multiple architectural roof forms, clearly pronounced eaves, and distinct parapet designs and cornice treatments.
- (7) Building mass should be broken by dividing the building into smaller components and creating functional public space and pedestrian oriented areas between buildings.
- (8) The use of colonnades along street fronting facades should be considered to reduce the massing of tall buildings and add pedestrian scale and interest.
- (9) Non-entry facades that face roads or views from public spaces should incorporate additional architectural treatments, such as pilasters, recessed areas, and windows with spandrel glass that give the appearance of windows facing the street. (See Appendices A and B for the discussion of “Type B” walls.)
- (10) Surface detailing, such as different colors, score lines, heavy stucco, or the different types of block shall not serve as a substitute for distinctive massing.
- (11) The following measures that promote environmental sensitivity and potential long-term cost savings are offered for consideration:
 - (a) Orient and design new structures and additions for minimum solar gain, reflectivity and glare, and to achieve an optimum level of energy efficiency;
 - (b) Shelter entries and windows and use architectural shading devices and landscaping to minimize cooling losses;
 - (c) Use energy efficient materials in doors and windows;
 - (d) Use energy efficient lighting;

- (e) Mitigate urban heat island effects with cool roofing materials, shade trees and cool paving materials;
- (f) Reference national programs for environmentally sensitive development methods such as Leadership in Energy & Environmental Design (LEED), International Energy Conservation Code (IECC) and Energy Star Labeled Buildings; and,
- (g) Consider the integration of solar panels on roofs and parking lot shade structures.

C. Wall/Facade Articulation

(See also Appendix A for examples of building wall articulation.)

- (1) Long, blank, unarticulated wall facades are prohibited. Monolithic wall facades shall be "broken up" by vertical and horizontal articulation characterized by:
 - (a) Breaks (reveals, recesses) in the surface of the wall itself;
 - (b) Placement of window and door openings; and/or
 - (c) The placement of balconies, awnings and canopies.



Provide window and door openings to help break up long walls.

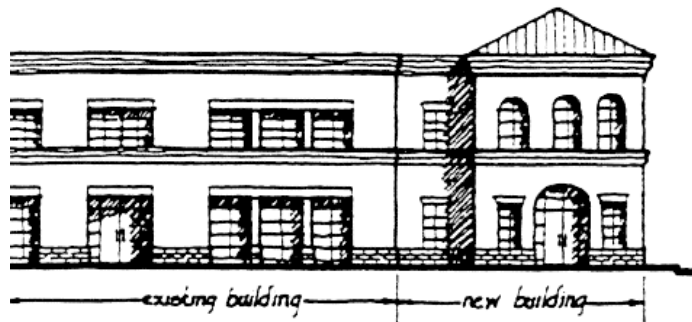
- (2) Windows and doors should include visually prominent framing and accent elements. Materials, shape, and proportions shall complement the architectural style of the building.

- (3) Windows shall employ design details appropriate to the architecture, such as mullions, arched windows, shutters/faux shutters, window surrounds, awnings and canopies to break the scale of the facade into smaller components.



Example of wall facades employing both vertical and horizontal articulation

- (4) Whenever a building is proposed, the facade should be broken down into a series of appropriately proportioned "structural bays" or components typically segmented by a series of columns, masonry piers, or other architectural treatments.



New buildings should be consistent in form and height.

- (5) To ensure a minimum amount of horizontal articulation/undulation, no building wall on the primary building facade shall run more than 50 feet without employing one or more of the following:
- (a) a twelve inch offset in wall plane;
 - (b) a column or pier at least 1 foot wide and 8 inches deep;

- (c) a building corner or projection; and/or,
 - (d) a significant texture change;
- (6) Architectural elements, such as overhangs, trellises, projections, awnings, insets, material, texture, and color, shall be used to create shadow patterns that contribute to the building's character.
- (7) Alternative designs may be proposed and will be reviewed for consistency with the intent of this section by the Development Policy Committee upon request.

D. Roof Planes

- (1) Radical roof pitches that create overly prominent or out-of-character buildings such as A-frames, geodesic domes, or chalet-style buildings are prohibited. Where a sloped roof is to be incorporated, use a hip, gable or shed form.
- (2) The visible portion of sloped roofs should be sheathed with a roofing material complementary to the architectural style of the building and other surrounding buildings.
- (3) Roof overhangs which create useable shade on sidewalk areas are desirable.
- (4) Rooflines shall be varied in height, form, and materials. Parapet rooflines shall be varied by stepping up and down or incorporating pitched roof elements. Rooflines shall be broken at intervals no greater than 50 feet long by changes in height or step-backs.
- (5) Parapet walls shall be designed and constructed in a manner to appear as a solid, three-dimensional form rather than a veneer. Parapets should include one or more of the following detail treatments:
- (a) Pre-cast elements;
 - (b) Continuous banding or projecting cornices;
 - (c) Dentils;
 - (d) Caps;

- (e) Variety in pitch (sculpted); and/or,
 - (f) Clean edges without unfinished flashing.
- (6) Deep overhangs should be integrated to create shadow and add depth to facades.
- (7) All roof-mounted mechanical equipment shall be fully screened from view. For projects abutting single-family residential homes, mechanical equipment shall be screened from all adjacent second story windows.
- (8) All screening materials shall be compatible with the colors, materials, and design of the building.

E. Storefront Design Guidelines

Intent: To provide visual interest and a sense of scale and to enhance the visibility of activities inside of businesses

- (1) Although the storefront is only one of the architectural features of a commercial development, it is the most important visual element to pedestrians. Emphasis should typically be placed on the display windows and their contents. The rest of the storefront should be designed in a simple manner in order not to compete with the displayed items, but rather to clearly project the product or service being offered inside.



Storefronts should be visually pleasing for pedestrians.

- (2) Overall commercial projects should have details that are repeated across the face of the building integrating the storefront into the character of the entire facade of the commercial project.



Provide variations in wall planes, parapets and building height.

- (3)** The main entry into a store should be emphasized at the street to announce a point of arrival in one or more of the following ways:
- (a) Flanked columns, decorative fixtures or other details;
 - (b) Recessed within a larger arched or cased decorative opening;
 - (c) Covered by means of a portico (formal porch) projecting from or set into the building face; and,
 - (d) Punctuated by means of a change in roofline, a tower, or a break in the surface of the subject wall.
- (4)** Buildings situated at the corner of a public street should provide a prominent corner entrance to retail shops.



Buildings on the corner of a public street should provide a prominent entrance to shops.

- (5) Commercial storefront entries should be recessed and/or sheltered by a covered arcade structure, colonnade, canopy, or awning.



Commercial storefront entries should provide shade by utilizing a covered arcade, canopy, or awning.

- (6) Doors to retail shops should contain a high percentage of glass in order to view the retail contents. A minimum of a 50% glass area should be provided.
- (7) Storefront windows should be as large as possible. Maximize the visibility to the storefront displays and retail interior.

- (8) Use of clear glass (at least 88% light transmission) on the first floor is required.
- (9) Window appearance is an important characteristic of good architectural design. Attention should be paid to materials, placement, depth of recess, and ornamentation, such as window grilles. The intent is to provide a sense of scale by creating shadow lines that result from trim and detailing and by providing details that enhance visual interest.
- (10) The incorporation of balconies or tower elements onto or within the building form is strongly encouraged for both practical and aesthetic value. Balconies should be integrated to break up large wall masses, offset floor setbacks, and add human scale to buildings.
- (11) Doors should be designed and constructed to be an integral part of the architecture of the building. Simple, clean, doors that complement the architectural massing and form of commercial buildings in Goodyear are encouraged.
- (12) All project exterior lighting, with the exception of lighting for public streets, should be consistent with the architectural style of the commercial building. On each commercial project site, all lighting fixtures should be from the same family of fixtures with respect to design, materials, color, fixture, and color of light.
- (13) Lighting sources should be shielded, diffused or indirect to avoid glare to pedestrians and motorists, in accordance with Article 10 of the Zoning Ordinance. To minimize the total number of freestanding pedestrian scale lighting, wall mounted lights are encouraged.
- (14) Lighting should be designed to satisfy both functional and decorative needs.
- (15) As a security device, lighting should be adequate but not overly bright. All building entrances should be well lit.



Quality wall mounted lights are highly encouraged.

F. Colors and Materials

Intent: To convey a general sense of relatedness with the city at large for each development, while also establishing a distinct identity for each center, and to accommodate individual expressions of identity for each use in the development. Using the established palettes of materials and color that reflect the Sonoran Desert, while accommodating variations and accents that contribute to visual interest is a key objective. (See also Appendix F for a discussion of the use of color, and Appendix C for a discussion of materials.)

- (1) Franchise/Corporate businesses should incorporate the architecture and color theme of the overall commercial project to form a consistent theme throughout.
- (2) All developments shall employ the integrative use of multiple exterior accent materials including, but not limited to, brick, stone, and masonry in appropriate quantities with the proposed elevations.
- (3) Material changes shall occur at intersecting planes, preferably at the inside corners of changing wall planes or where architectural elements intersect, such as pilaster, projection or fence line.
- (4) Material and colors shall be used to enhance different parts of the building's facade.



Franchise businesses are to incorporate the color and architectural theme of the overall commercial project.

- (5) When stucco is utilized a light to smooth finish is required and shall be blended with other finish materials, such as stone, brick, wood, and/or iron.
- (6) Earth tone colors shall be used. When appropriate, a rich, bold color palette may be employed to create a sense of variety and interest to exterior elevations. Bright primary colors shall be limited to trim and accent features only.

4. Supplemental Development Criteria

A. Introduction

The standards contained within this chapter are specifically written to address some of the more challenging, from a design perspective, commercial development types. For each of the commercial development types, the guidelines focus primarily on site organization and building design, but also include other specific guidance as appropriate. Special design consideration is provided for the following development types:

- Neighborhood Shopping Centers and Office Complexes
- Service Stations and Car Washes
- Drive-Through Businesses
- Big Box Retail (Large Retail Users)
- Western Avenue Commercial

- City Center Gateway Overlay District (this information can be found in Section 9-2 of the Zoning Ordinance)

The commercial guidelines contained in other sections of this chapter are still applicable to the specific commercial types contained herein. Therefore, each one of these specific development types shall meet all guidelines/standards.



Example of a Neighborhood Shopping Center

B. Neighborhood Shopping Centers

Intent: To establish a sense of continuity with the city at large, while also conveying a distinct identity for an individual neighborhood shopping center; and to provide compatible transitions to abutting residential areas

(1) Description

Neighborhood centers typically include grocery store/drug store anchor(s) with a series of smaller shops. They may also have one or more freestanding building sites. Because they are usually located in or next to residential areas, the major design problem related to neighborhood centers is the interface between the center's service activities and adjacent residences. This section applies to centers having a gross square footage of less than 300,000 square feet.



Buildings on a site should demonstrate a strong spatial and functional relationship to each other.

(2) Site Organization

- (a) All buildings on the same site should demonstrate a strong spatial and functional relationship to each other. In addition, buildings should demonstrate a variety in size and mass. Portions of primary buildings and freestanding buildings should be located at the street setback lines.
- (b) Place parking between building and residences to provide greater separation between homes and commercial land uses where appropriate.
- (c) Utilize additional landscaping to screen commercial buildings from adjacent residential developments.
- (d) Provide appropriate pedestrian connections between residential developments and neighborhood shopping centers.
- (e) Parking should be provided within convenient walking distances of all tenants. Walking paths to building from street should comply with ADA specifications.

- (f) Proximity of loading and storage to residences should be avoided.
- (g) In areas where the shopping center adjoins smaller-scaled, lower density residential neighborhoods, the apparent or perceived scale of the shopping center should respect the neighborhood. This can be achieved in a number of ways. For example:
 - 1. Keeping buildings as small as possible, particularly in height;
 - 2. Reducing scale through building articulation and ornamentation;
 - 3. Avoiding large flat walls and large scale design elements; and
 - 4. Distributing the project floor area among a complex of smaller buildings.
 - 5. Including moderately scaled multifamily residential within the center, in a horizontal, mixed-use arrangement, to serve as a transition to abutting residential neighborhoods.

(3) Building Design

Intent: To assure that each building conveys a human scale and provides visual interest to pedestrians. Variations in massing, changes in materials and colors are tools that may be used to achieve this objective. Providing architectural details and landscaping are also techniques that may be combined with those tools to meet this intent. (See also Appendix A, “Four-Sided Design for Buildings.”)

- (a) Where long buildings are unavoidable, their linearity should be mitigated by changes in the building height, wall plane, and spatial volumes and by varied use of window areas, arcades, materials, and roof elements.
- (b) Portions of commercial buildings adjacent to and visible from residential properties should always be stylistically consistent with the more public portions of the commercial building.
- (c) Building elements, such as large blank building walls, loading areas, etc., which disrupt the continuity of shops and businesses, are discouraged along major pedestrian corridors.

- (d) The use of arcades, awnings, or similar architectural treatments is encouraged to provide relief from the sun and enhance energy efficiency.
- (e) Incorporate tower elements or other vertical architectural features on “ends” of shopping center, which do not exceed twice the height of the building they are attached to.



Changes in height, wall plane, and volume mitigate the linearity of long buildings and provide an interesting environment.

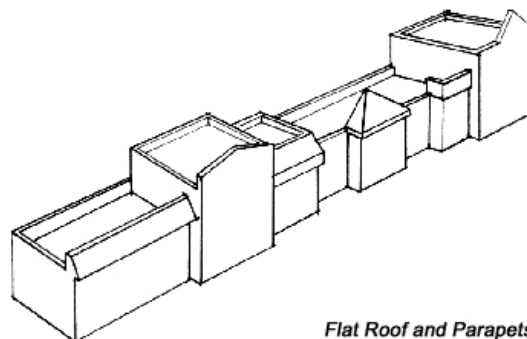
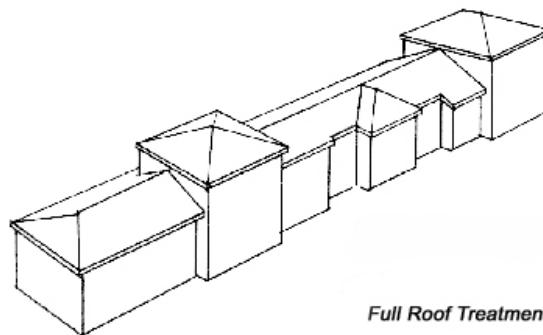


The use of arcades is strongly encouraged.



Tower elements or other vertical architectural treatments are required.

- (f) Flat roofs, mansards and veneer parapets are discouraged. Full roof treatments are strongly recommended, over decorative parapets hiding flat roofs.



Full roof treatments are encouraged over decorative parapets hiding flat roofs.

C. Service Stations and Car Washes

Intent: To provide for visibility and access to this use while keeping this building type subordinate to the street; to assure continuity with abutting properties

(1) Description

Vehicle service stations and car washes are intensive uses that are characterized by large areas of paving which permit vehicles to maneuver freely. They have the potential to create significant adverse impacts for adjoining streets and properties. Service stations, in particular, have historically enjoyed several points of access from adjacent streets to maximize maneuvering flexibility for vehicles. When weighed against the safety risk inherent in multiple driveways, fully flexible circulation clearly can no longer be accommodated. Driveway cuts need to be limited, circulation needs to be channeled, and paved areas reduced.

Although reduced in area, substantial paving can still be expected and should be compensated for by perimeter landscaping. Service Stations that provide auto repairs are also subject to the criteria in the design guidelines for Auto Repair and Service. Convenience stores that sell gas shall meet the standards contained in this section.

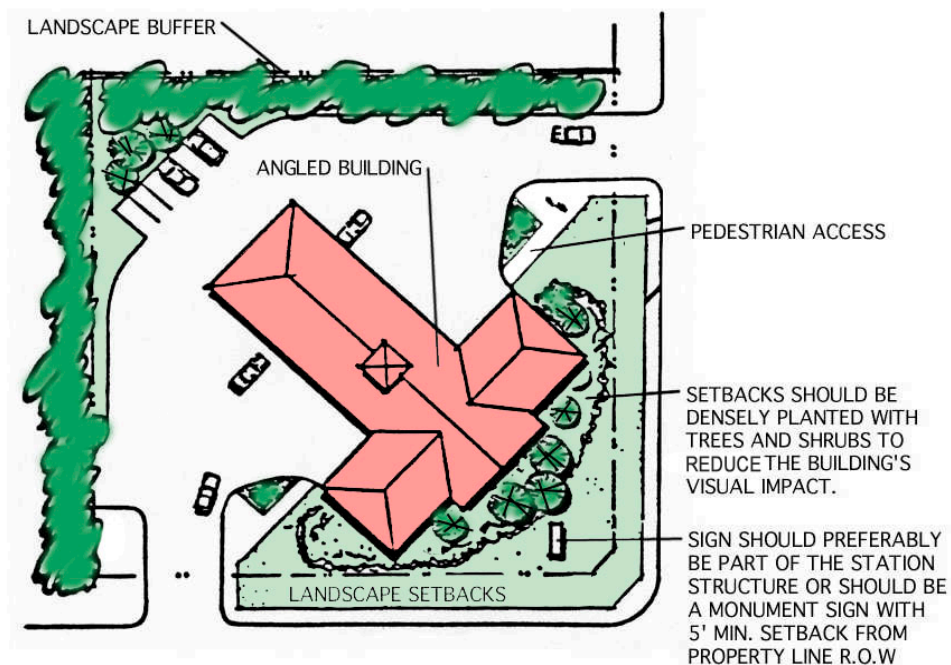
Note that many vehicle service stations also include food service or other retail functions. These uses should be used to advantage, in terms of providing a pedestrian-oriented edge to the property. Locating the food service portion closest to a pedestrian way is an example.



Example of a fueling station canopy that blends in well with the architecture of the primary buildings on site

(2) Site Organization

- (a) Structures on the site should be spatially related; buildings should be organized into a simple cluster.
- (b) The site shall be designed to accommodate all legitimate, anticipated circulation patterns, but those patterns should be defined by reduced areas of paving and well-placed landscaped areas. All circulation proposals shall meet with the approval of the City Engineer.
- (c) In areas developed with a strong street presence, service stations and car washes shall be oriented adjacent to the sidewalk, placing any service bay door and car wash openings on the rear of the structure.
- (d) Service and car wash bays shall not face residential properties or the public street. Bay door and car wash openings should be oriented so as to reduce visibility from public view and should be oriented away from any adjacent sensitive uses.
- (e) The site design for projects located at street corners shall provide some structural or strong design elements to anchor the corner. Reverse orientation services stations are encouraged.



Reverse orientated service stations are encouraged.

(3) Building Design

- (a) The roofline and architecture of the pump canopies shall be stylistically consistent with the other buildings on the site.
- (b) The length of pump canopies shall be minimized as much as possible. If the site allows, pump canopies shall be broken into two separate locations. This reduces the effect of pump canopies dominating other buildings on the site.
- (c) Pump canopies shall not be internally illuminated. Light fixtures should be recessed into the canopy and no glare should be visible from the fixture.

(4) Special Requirements

- (a) Areas should provide self service station sites to allow patrons to service vehicles with water and air. These facilities will need to be located where they do not obstruct the main circulation patterns of the site.
- (b) Car wash facilities should be designed to minimize machinery and blower noise levels. Facilities should be oriented away from adjacent sensitive land uses.
- (c) On automatic car wash sites, facilities should provide for vacuuming and drying of vehicles upon exiting the car wash building. These areas should be carefully oriented to avoid from being a nuisance to adjacent uses.
- (d) Where possible, landscape areas should provide a three-tier system of groundcovers, shrubs, and trees. The use of landscaped berms and/or low screening walls adjacent to sidewalks is encouraged.

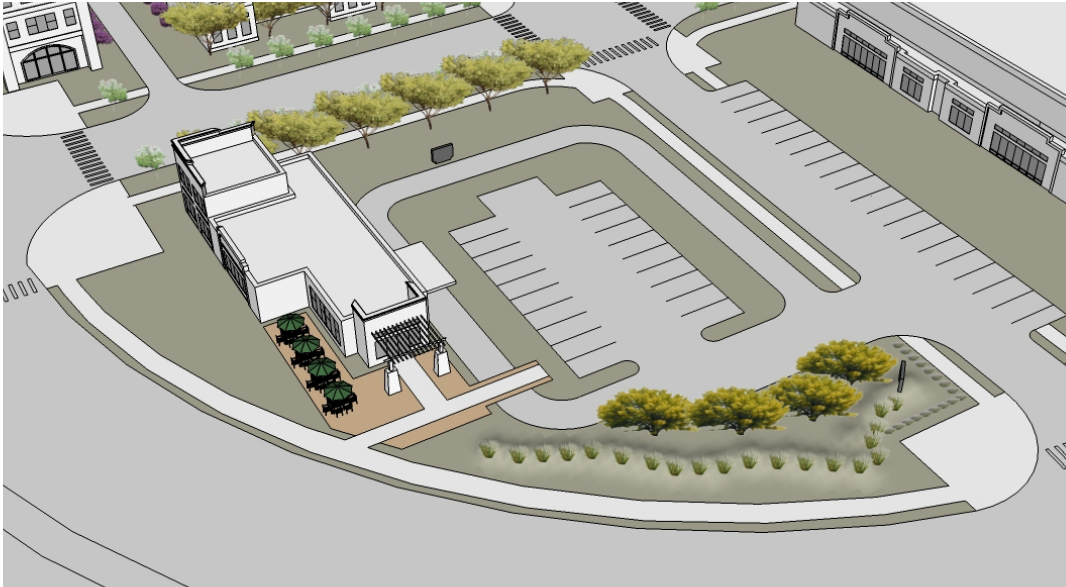
D. Drive-Through Businesses

Intent: To provide convenient access and safe circulation; to accommodate individual corporate identity while also keeping the site subordinate to the street scene and the center within which the use is located

(1) Description

Drive-through restaurants and banks with drive-up tellers have become a common element along Goodyear's commercial corridors. The major design issues related to these types of establishments are site plans that promote

efficient and well-organized vehicular access and on-site circulation, while adequately buffering adjacent uses.



Drive-through aisles should provide adequate on-site queuing distance.

(2) Site Organization

(See also Appendix N for alternative site organization studies.)

- (a) The primary presence along the major street frontage shall be the building, not parking lots or drive through lane.
- (b) Drive-through aisles should provide adequate on-site queuing distance to accommodate 5 cars (150-feet) before the first stopping point (e.g. menu board, teller window, and automatic teller machine).
- (c) Drive-through aisles should have a minimum 25-foot interior radius for any curve.
- (d) Drive-through aisles should be screened from the view of street frontage and adjacent parking areas.
- (e) Pedestrian walkways should not intersect the drive-through drive-aisle, but where they cannot be avoided, they should have a minimum 15-foot clear visibility, and they should be emphasized by specialty paving.
- (f) Menu board speakers should be located so as to protect adjoining residential areas from excessive noise.

(3) Building Design

- (a) All building elevations facing public streets, whether such elevations function as the front, side, or rear of the building should be architecturally detailed and landscaped.
- (b) Buildings should incorporate a full roof with built-in rooftop equipment wells.
- (c) Drive-through business shall be architecturally detailed in compliance with the established architectural theme of the commercial center.



The building design of drive-through businesses should reflect the surrounding environment.

E. Big Box Retail (Large Retail Users)

Intent: To have a large commercial building visually relate to the community of Goodyear at large in terms of basic design features, and to be consistent with the architectural character of other buildings in the same center, while also accommodating individual corporate identities; to provide a sense of human scale and visual interest to pedestrians

(1) Description

Big box retail outlets are typically housed in large single story structures more reminiscent of warehousing versus retail. Due to their positive economic impact on communities, they are becoming more prolific along local arterials and at major intersections.

The primary design issues related to big box retail is the need to successfully accommodate large parking areas and how to provide architectural interest to an otherwise plain, unadorned “big box” structure.

(2) Site Organization

Intent: To reduce the perception of a large parking area that serves a big box building, and to promote “four-sided” design for a large retail structure

- (a) Parking lots for big box retail should not occur entirely in front of the building. Place a minimum of 15% of the overall parking to the side of the structure. Additional requirements may be found in Article 4-2-7 of the Zoning Ordinance.
- (b) The base of the big box building should be completely surrounded on all four sides by landscaping or enhanced pedestrian pathways except loading and/or service areas. (See Appendix A for more discussion about the different levels of wall design, based on context.

(3) Building Design

- (a) The big box building should contain an identifiable base, extending two or more feet up from the finished grade. This base may incorporate texture variations or a projection or break in the wall color or material.
- (b) The base material should be highly resistant to damage defacing and general wear and tear. Precast decorative concrete, stone masonry, brick and commercial grade ceramic tile are examples of acceptable base material.
- (c) A variety of roof types are permitted. Distinct and interesting rooflines instead of flat roofed structures are encouraged. A substantial cornice should be used at the top of a parapet wall or roof edge, providing a distinctive cap to the building facade.
- (d) Building wall articulation is required on the big box. Exterior wall treatments such as arcades, portico’s, insets, colonnades, lower shed roof structures and wing walls can be used to successfully mitigate the appearance of the typical big-box building appearance.



Example of a well-designed Big Box building, which uses variations in materials and building form to provide a sense of scale and visual interest

- (e) Big box buildings designed with liner shops with entrances from interior and exterior of the big-box buildings to create a more human scale setting are encouraged.
- (f) Big box developments that have outdoor garden centers and storage areas shall integrate these areas into the architecture of the primary building. Screening materials and colors should be consistent with the overall theme of the building.



Outdoor storage areas should be incorporated into the architecture of the primary building.

F. Western Avenue Commercial

Intent: To respect the historic development patterns of this area and to accommodate individuality of design for each building, while maintaining a distinct identity for the area overall

(1) Introduction

The purpose of this section is to present design guidelines for new development and redevelopment of older structures within the Western Avenue Commercial area. The guidelines are intended to promote high standards in architectural design and the construction of good quality buildings.



Photo of the Western Avenue Commercial area looking northeast

In an effort to promote aesthetically pleasing buildings and enhance economic vitality, the following objectives provide a framework for the guidelines presented:

- Development should be scaled to a pedestrian level with passive activities; and
- The overall form and shape of all development in the Western Avenue Commercial area shall provide sufficient landscaping, shade, and interesting public spaces.

Historically, building modifications in this commercial district were made as needs changed. Some of these alterations were considerate to the original character of the structure and may have taken on historic significance themselves. Others were unsympathetic changes that have eroded the historic integrity of the facade. Changes to structures will, and need to, occur over time. The concern is that these changes not damage the existing historic building fabric and that the results of building renovation enhance the overall design integrity of the building.

If an overall positive ambiance is to be created and if historic integrity is to be preserved, new infill development and renovation to existing structures must be

respectful of its surroundings. Designs that are compatible and respectful of the historic buildings in the area are strongly encouraged. Typically, the first floor of commercial buildings should be predominantly transparent (windows), with a high ratio of void (windows) to solid (wall). This transparency helps to define the first floor as being more open to the public. The line established by uniform storefront heights also helps to establish a sense of scale for pedestrians. New buildings should include these same elements and ratio of void to solid.



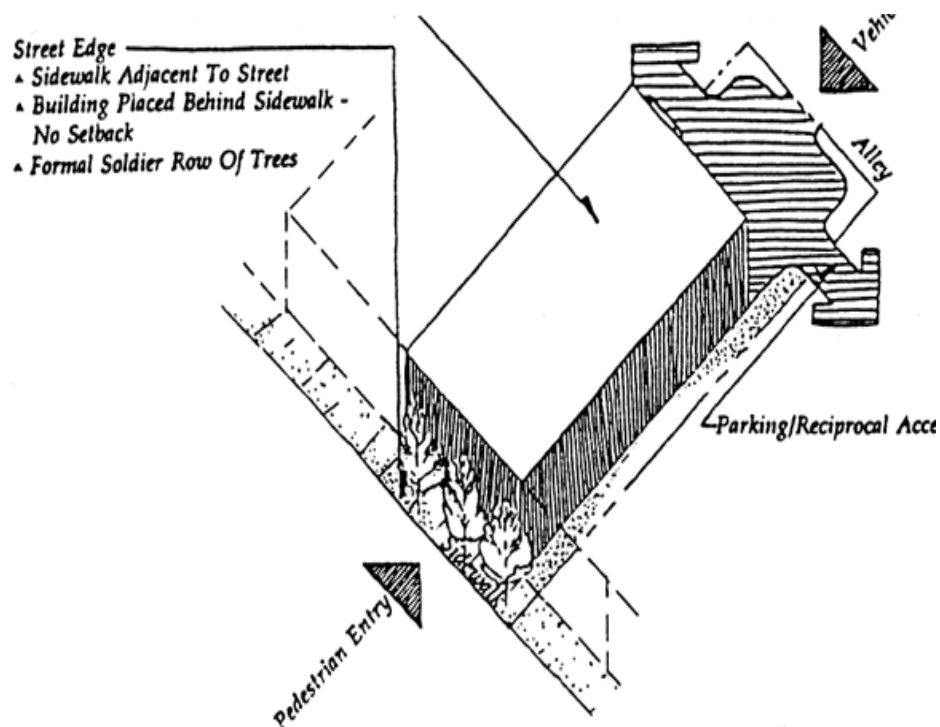
Western Avenue Commercial Area

(2) Site Planning/Design Objectives

- (a) In the Western Avenue area, new development infill shall be compatible with height and scale of the surrounding buildings. Similar building heights should be preserved.
- (b) Storefronts shall be oriented to the major street frontage(s). While side or rear entries may be desirable, the predominant major building entry should be oriented toward the major street.
- (c) The ground-level front elevation of the building shall be placed on the

front property line and at the sidewalk edge to maintain the continuity of the “street wall”.

- (d) Create continuous pedestrian activity in an uninterrupted sequence by minimizing gaps between buildings. Setbacks from the sidewalk edge shall be avoided, except at public plaza areas.
- (e) Corner "cut-offs" for buildings should be provided on prominent intersections.
- (f) Buildings on corners should include storefront design features for at least 50% of the wall area on the side street elevation.



Street adjacent building siting is required.